



Only when you recall Long Beach as it was 12 years ago, do you realize that, after more than a decade of hard work, our community has experienced a remarkable transformation. Downtown is revitalized beyond imagination. Long Beach is a favorite tourist destination. The Port continues to add well-paying jobs to our economy. Sales tax revenue has grown 96 percent, Transient Occupancy Tax revenue has tripled, assessed property valuation is up 60 percent, construction valuation has tripled to \$295 million, and the number of construction permits are up 52 percent.

Crime is down, our schools are effective, our recreation programs are abundant, and our diverse neighborhoods provide a wonderful texture to life in Long Beach.

The road to success is always under construction. Certainly, Long Beach continues to experience challenges, but it also remains determined to find solutions to such issues as public safety, housing and transportation.

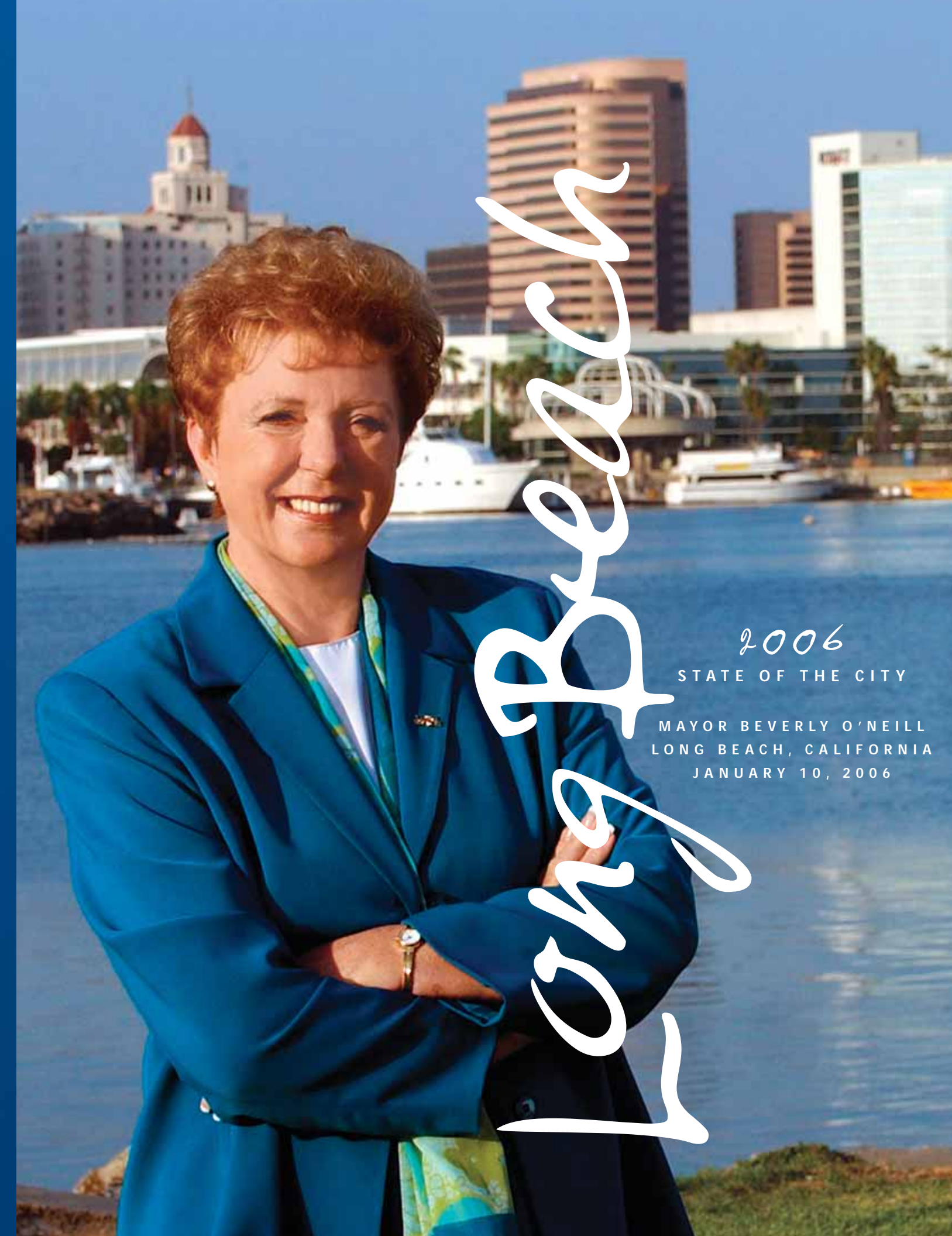
Nevertheless, few communities have matched all that has been accomplished since Long Beach embarked upon its remarkable changeover. We now have momentum, energy, vitality, pride, and the confidence that, together, we can realize our shared vision of Long Beach.



CITY OF LONG BEACH

333 West Ocean Boulevard
Long Beach, CA 90802

Photography provided courtesy of: Destinations Long Beach Magazine, Long Beach Convention & Visitors Bureau, Long Beach Unified School District, Port of Long Beach, John Robinson, Cristina Salvador, Sea Launch, The Boeing Company, Andy Witherspoon



2006
STATE OF THE CITY
MAYOR BEVERLY O'NEILL
LONG BEACH, CALIFORNIA
JANUARY 10, 2006



Beverly O'Neill, Long Beach's only three-term, citywide elected Mayor, took office in 1994, and for 12 years has guided the city into a dynamic coastal community.

Many positive changes—a revitalized downtown, a diversified economy, an improved quality of life—are the result of a City Council, City management team and workforce, and countless business and civic stakeholders creating a shared vision and bringing it to fruition.

Numerous challenges have occurred, such as when the Navy closed its Long Beach facilities and when our aerospace workforce was downsized. More recently, like many cities, Long Beach has been challenged to resolve a severe budget deficit.

Winston Churchill believed that difficulties mastered are opportunities won. Under Mayor O'Neill's leadership, the community of Long Beach has squarely faced each of these challenges. Armed with a strategic plan, we purposefully have reinvented our economy, taking advantage of our many assets and strategic location. For the past decade, Long Beach has been a model for change, our solutions acknowledged and replicated by many other communities.



Destinations Long Beach Magazine

Long Beach has become accustomed to celebrating its 12-year transformation with an unparalleled number of groundbreaking, dedications and grand openings.

The transformation began in 1994 with the Long Beach Convention Center expansion, signaling that tourism soon would become a mainstay of our economy. Other major developments ensued—Rainbow Harbor, incorporating a world-class Aquarium of the Pacific, the Pike at Queensway Bay, and a Carnival Cruise Lines terminal.

Today, the Long Beach waterfront and Pine Avenue entertainment district, featuring first-rate hotels and restaurants, is acknowledged as a top Southern California destination.

Downtown also is one of the hottest residential real estate markets in the U.S. More than \$1 billion of private investment is materializing as high-rise condominiums, apartments and upscale loft projects.

The waterfront also is the hub of another Long Beach economic mainstay—international trade. The Port of Long Beach is an integral part of the busiest port complex in the U.S.

As cargo volumes grow, solutions to truck traffic congestion and air quality are sought. The Alameda Corridor, a dedicated rail transit way, was completed in 2002. Last year, the PierPASS program of extended hours at marine terminals immediately eased daytime truck traffic on the I-710 freeway.

When the U.S. Navy closed its Long Beach facilities, the city responded with a model reuse plan that resulted in: Towne Center, one of the region's largest retail centers; facilities for Sea Launch, a commercial satellite launching service; the Job Corps Center, helping youth develop employment skills; the Multi-Service Center, serving the homeless; Technology Park, a technology center operated by CSULB; and the Hanjin Terminal, an enormous container facility at the Port of Long Beach.

While Long Beach has concentrated on trade, tourism, technology and retail to improve its economy, we also have been hard at work improving the quality of life.

Long Beach Unified School District (LBUSD), Long Beach City College and CSULB embarked upon a cooperative initiative to ensure that students transition seamlessly into productive adulthood.

Beginning with school uniforms, LBUSD introduced a series of reforms and improvements that caught attention nationwide. In 2003, the Broad Foundation named LBUSD the best large urban school district in the nation.

During the past 12 years, schools have opened, parks have been dedicated, museums have expanded, and a state-of-the-art emergency operations center has been completed. Miles upon miles of streets and sidewalks have been repaired.

Most importantly, the residents of Long Beach once again are proud of their city and its accomplishments, and are determined to continue the transformation.

T W E L V E Y E A R S O F E X C E L L E N C E

1994	• Convention Center doubles to 322,000 sq. ft.	1998	• C-17 Program receives Malcolm Baldrige Award
1996	• Refurbished Los Altos MarketCenter opens	1998	• Cabrillo High School opens
1996	• Revitalized Marina Pacifica opens	1998	• Job Corps Center opens
1996	• Museum of Latin American Art opens	1998	• Long Beach Aquarium of the Pacific opens
1996	• Street lights converted from yellow to white citywide	1998	• Mercedes Emissions Center opens
1997	• Long Beach first city in the nation to become a Smithsonian Affiliate	1998	• Rainbow Harbor opens
1997	• Westside Police Station opens	1999	• Long Beach's first park in 20 years, Cesar Chavez Park opens
		1999	• Epson America moves Western Hemisphere headquarters to Long Beach

1999	• Grand Prix 25th Anniversary celebrated
1999	• Long Beach Marathon returns to Long Beach
1999	• Long Beach Unified School District renovation and construction bond Measure A passes
1999	• Long Beach Performing Arts Center and Center Theater refurbished
1999	• Multi-Service Center, a model program for the homeless, opens
1999	• Town Square opens
1999	• UPS Long Beach Gateway opens

1999	• Villages at Cabrillo opens
1999	• Wrigley Marketplace opens
1999	• International City Theatre becomes Long Beach's Resident Professional Theater
1999	• Sea Launch launches its first commercial satellite
1999	• Towne Center, largest retail center in region, opens
2000	• Trader Joe's opens new location in Bixby Knolls
2000	• Kilroy Airport Center Phase III opens
2000	• Lions Lighthouse for Sight dedicated

2000	• Long Beach Museum of Art completes \$7 million renovation
2000	• Los Altos Gateway opens
2000	• Sea Launch World Headquarters moves to Long Beach
2001	• Carnival Cruise Lines terminal opens
2001	• Insurance Exchange Building groundbreaking
2001	• Long Beach Public Library Foundation "Long Beach Reads One Book" initiative creates a citywide book club that engages the entire community in reading
2001	• PD Pitchford Animal Companion Village opens

2001	• Tiger Woods Junior Golf clinic for inner-city youth held
2001	• Long Beach Community Hospital reopens
2001	• Marina Shores opens
2002	• Alameda Corridor, a dedicated rail link from local ports to transcontinental rail yards in East Los Angeles, opens
2002	• Flood control project completed
2002	• Widening and beautification of Lakewood Boulevard completed
2002	• Hanjin's new 300-acre mega-terminal built
2002	• CityPlace, a mixed-use development, opens

2003	• Long Beach Unified School District named by Broad Foundation as best large urban school district in nation
2003	• 911 Emergency Command and Operations Center opens
2003	• Pike at Rainbow Harbor opens
2003	• CSULB 35-acre Tech Park opens
2004	• North Police Station opens
2004	• Toyota Aquatics Grand Prix and Olympic Team Swim Trials held

2004	• Miller Family Health Education Center opens
2004	• Park at Harbour View opens
2005	• Seismic retrofit of Public Safety building completed
2005	• Museum of Latin American Art's first phase of expansion completed
2005	• Douglas Park EIR completed and design under way
2005	• Promenade Development groundbreaking held
2006	• New Mark Twain library to break ground